

* "AD." means Advertisement.
The rest is the same above.

FIG. 1

AD. ID	Article ID	Article name	Article type	Manufacturer ID	Manufacturer name	AD. data	AD. sending requirements	Expiration data	Starting data and time
4343	4343	"Banquet of xx"	Book	127	xx bookstore	--	--	--	--
7323	542	"xx car"	Car	24	xx car	--	--	--	--
4355	4354	"xx station"	Information equipment	43	xx computer	--	--	--	--
5455	655	"xx drink"	Sports drink	343	xx drink	--	--	--	--

FIG. 2

Customer ID	Customer name	Electronic mail address	Areas of interest	Postal code	Address	Age	Gender	Advertisement receiving requirements
4343	Masashi Uyama	uyama@X X X X X.	--	663-8104	--	--	--	--
7323	Yohji Kohda	X X X X X.co.jp kohda@X X X X X. X X X X X.co.jp	--	674-8555	--	--	--	--
4355	--	--	--	673-0038	--	--	--	--
5455	--	--	--	927-9496	--	--	--	--

FIG. 3

Shop ID	Name	TEL No.	Address	Dealing article type
434353	OObookstore	078-X X X-X X X X	Okubo-cho X-X X	Book
73223	OOrrestaurant	--	--	Food and drink
435545	OOflowershop	--	--	flower
5454455	OObookstore	--	Nichiakashi Minami X X X-X	Book

FIG. 4

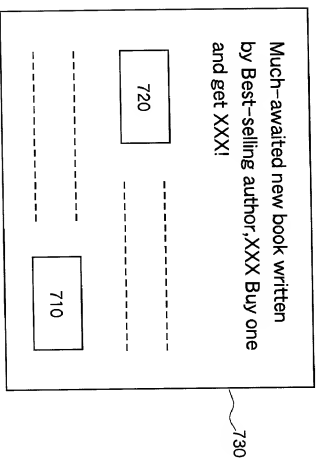
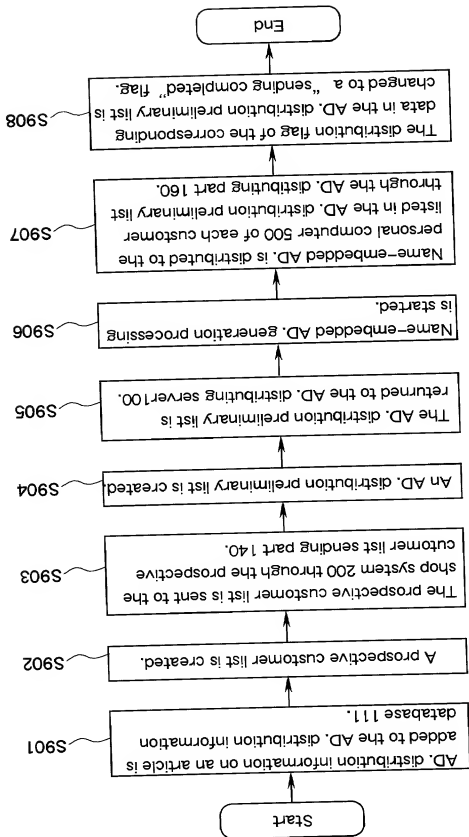


FIG. 6

Article ID	Customer ID	Electronic mail address	Shop ID	Distribution flag
3444	4343	uyama@X X X X. X X X X.co.jp	322	Prospective
3444	7323	konda@X X X X. X X X X.co.jp	322	Distribution prohibited
3444	5445	iwayama@X X X X. X X X X.co.jp	322	Prospective

FIG. 8

FIG. 9



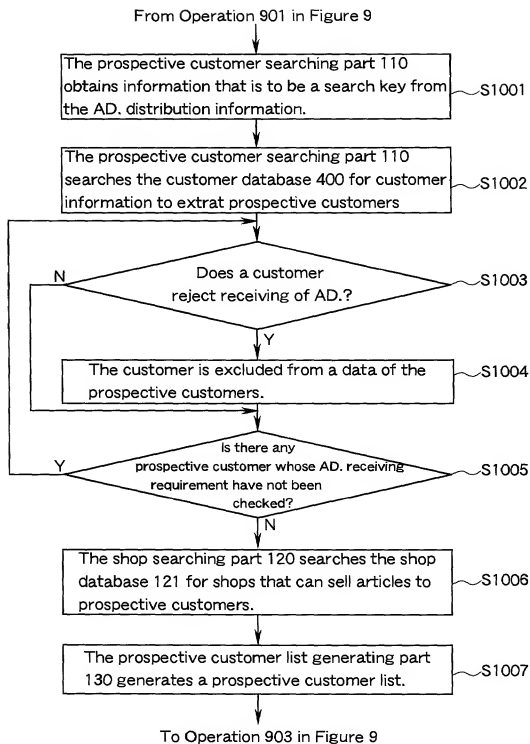


FIG. 10

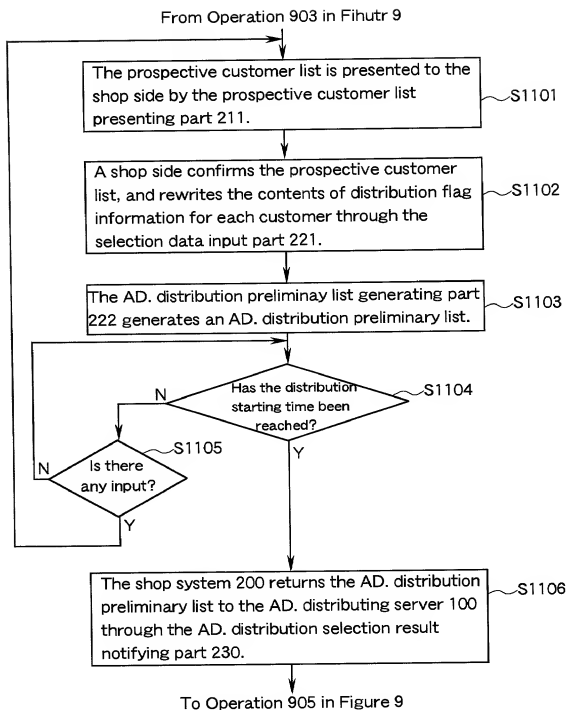


FIG. 11

From Operation 905 in Figure 9

The name-embedded AD. generating part 150 searches the corresponding AD. data stored in the AD. data storing part 151. S1201

The name-embedded AD. generating part 150 fills the name-embedded portion 710 of the AD. data with shop identity information of a shop, and fills the customized information input portion 720 with a customized message, to generate respective name-embedded ad. S1202

From Operation 907 in Figure 9

FIG. 12

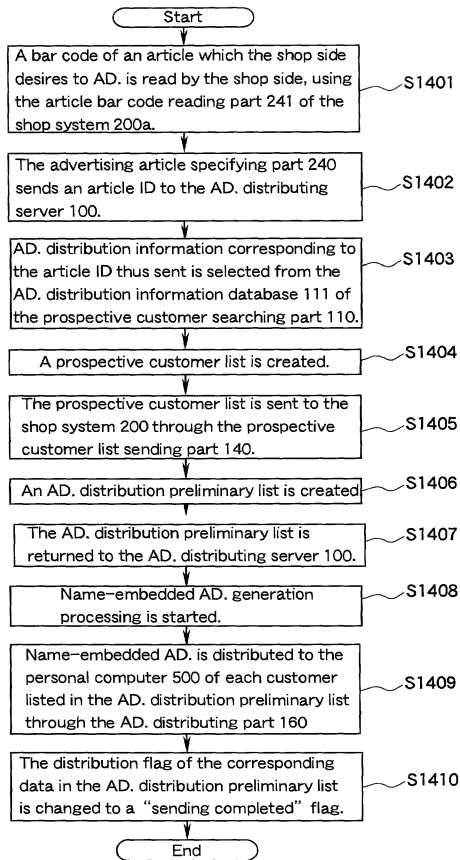


FIG. 14

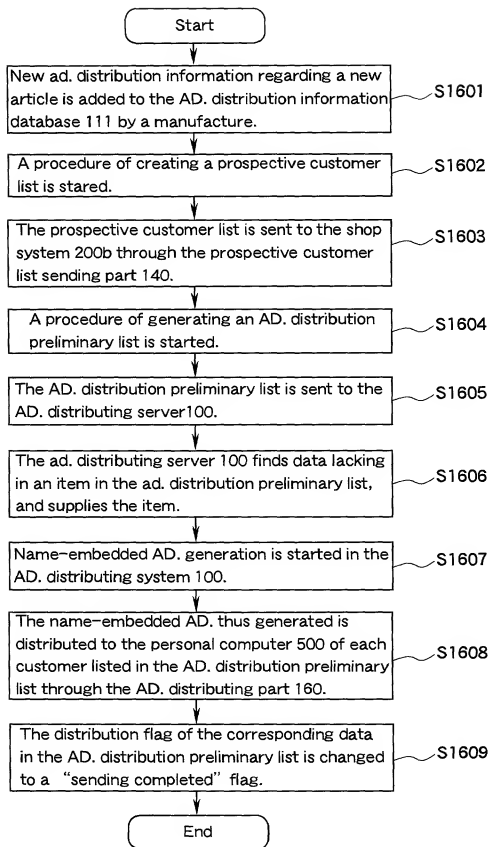


FIG. 16

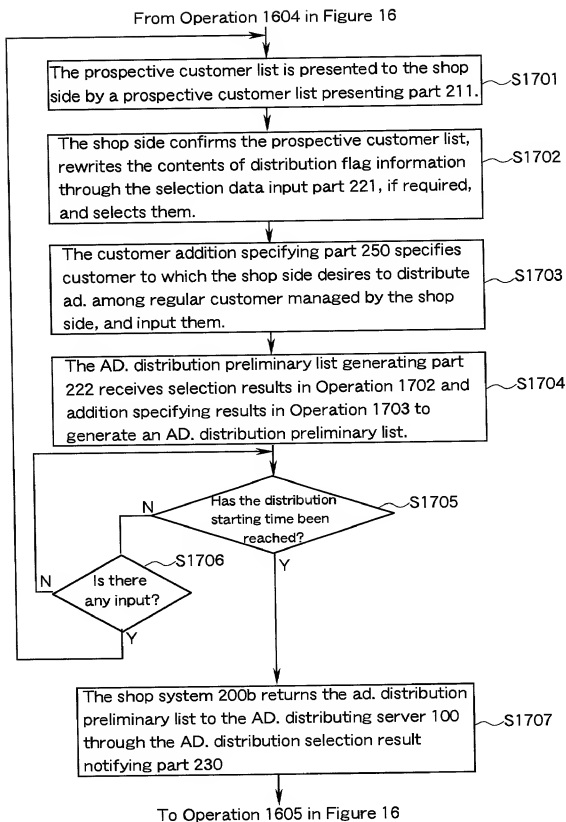


FIG. 17

Customer name	Electronic mail address	Postal code	Address	TEL No.
Yohji Kohda	kohda@X X X X. X X X X.co.jp	674-8555	--	--
Yuji Kijima	kijima@X X X X. X X X X.co.jp	674-8555	--	--
Toyooki Koizumi	toyo@X X X X. X X X X.ne.jp	674-8555	--	--
Hitoshi Sakai	sakai@X X X X. X X X X.ne.jp	674-8555	--	--

FIG. 18

Customer name	Electronic mail address	Postal code	Address	TEL No.	Addition Specification
Yohji Kohda	kohda@X X X X. X X X X.co.jp	674-8555	--	--	
Yuji Kijima	kijima@X X X X. X X X X.co.jp	674-8555	--	--	○
Toyoaki Koizumi	toyo@X X X X. X X X X.ne.jp	674-8555	--	--	○
Hitoshi Sakai	sakai@X X X X. X X X X.ne.jp	674-8555	--	--	

FIG. 19

Article ID	Customer ID	Electronic mail address	Shop ID	Flag
3444	4343	uyama@X X X X. X X X X.co.jp	322	Prospective
3444	7323	kohda@X X X X. X X X X.co.jp	322	Sending prohibited
3444	5445	iwayama@X X X X. X X X X.co.jp	322	Prospective
3444		kijima@X X X X. X X X X.co.jp	322	Regular
3444		toyo@X X X X. X X X X.ne.jp	322	Regular

FIG. 20

Article ID	Customer ID	Electronic mail address	Shop ID	Flag
3444	4343	uyama@X X X X. X X X X.co.jp	322	Prospective
3444	7323	kohda@X X X X. X X X X.co.jp	322	Sending prohibited
3444	5445	iwavama@X X X X. X X X X.co.jp	322	Prospective
3444	5456	kijima@X X X X. X X X X.co.jp	322	Regular
3444		toyo@X X X X. X X X X.ne.jp	322	Regular

FIG. 21

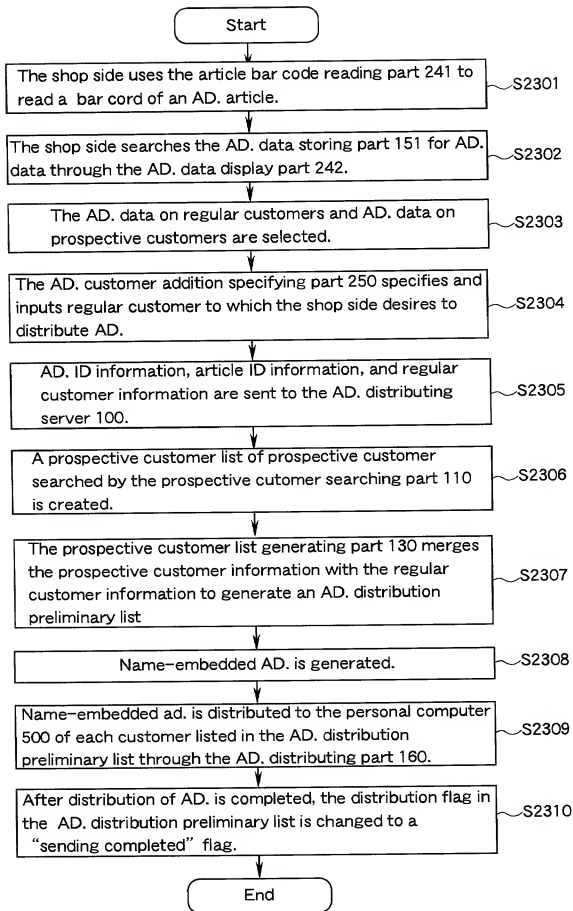
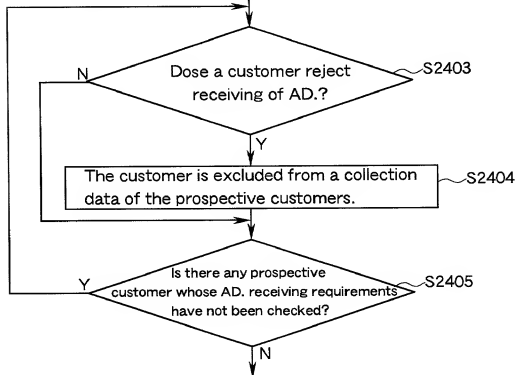


FIG. 23

From Operation 2305 in Figure 23

The prospective customer searching part 110 uses AD, distribution information and the shop ID information as search keys. S2401

The prospective customer searching part 110 extracts prospective customer by searching for customer information in the customer database 400 based on the search keys. S2402



To Operation 2307 in Figure 23

FIG. 24

From Operation 2306 in Figure 23

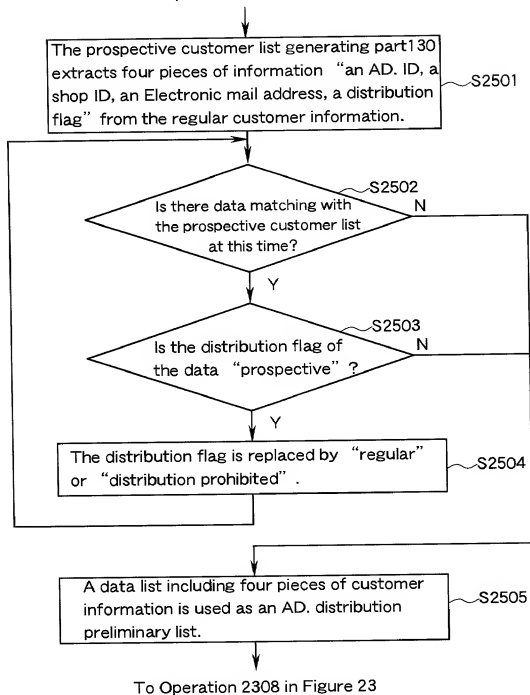


FIG. 25

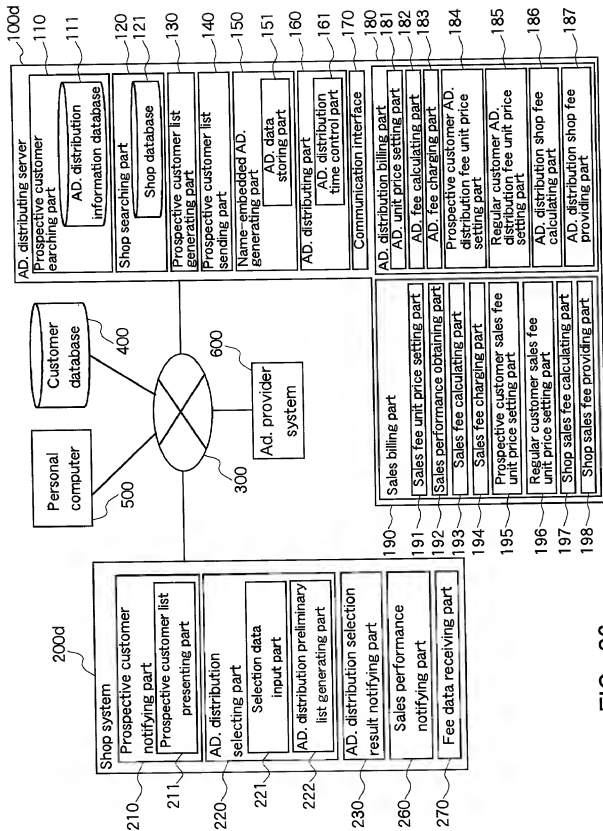


FIG. 26

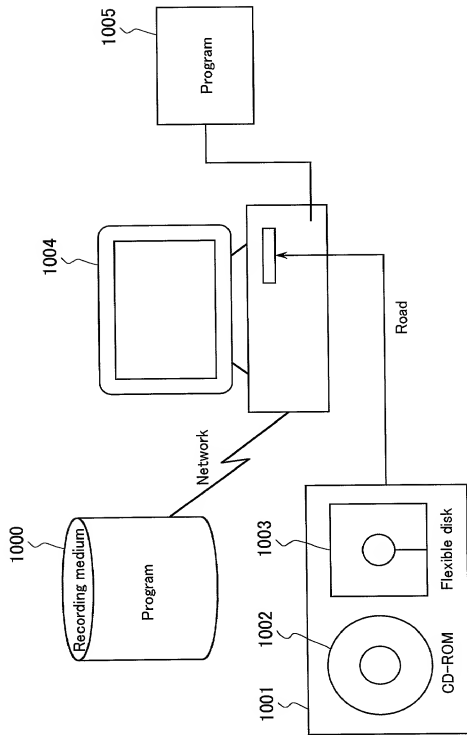


FIG. 27

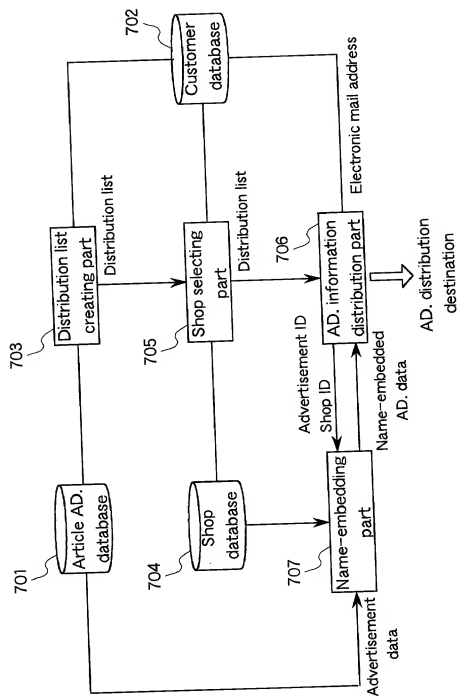


FIG. 28